CLAIMS

1. (Currently Amended) A system for creating an interactive event in which a client file that is responsive to messages from a server is provided to remote clients, the system comprising a content creator that includes tools, responsive to inputs from a producer, for generating (a) client files to be provided to remote users and that are responsive to messages from a server to cause the remote client to display content, and (b) a server-based user interface for controlling the display of content on the remote clients during the event.

2. (Original) The system of claim 1, wherein the user interface is responsive to the producer for causing messages to be sent from the server to the client to cause previously transmitted content to be displayed at the client side.

3. (Original) The system of claim 1, wherein the user interface is responsive to the producer for receiving content and causing that content to be displayed at the client side.

4. (Original) The system of claim 1, wherein the content creator is used to create polls such that during creation of a poll, a representation indicating that the poll is to be displayed is created for display on the user interface.

5. (Original) The system of claim 1, wherein the content creator is used to create trivia questions such that during creation of a trivia question, a representation indicating that the trivia question is to be displayed is created for display on the user interface.

6. (Original) The system of claim 1, wherein the content creator has fields for designating a time during the event for when specified content will be displayed.

7. (Original) The system of claim 6, wherein the event is a broadcast program and the timing is based on the beginning of a segment of the broadcast program.

8. (Currently Amended) The system of claim 6, wherein the system includes a technical director with a software interface that allows the producer to override the designated time or displaying content.

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9.   (Original) The system of claim 1, wherein the user interface stores content created in real time during the event and causes the server to transmit that content to the clients.

10.   (Original) The system of claim 1, wherein the server sends messages to the client using an Internet protocol.

11.   (Original) The system of claim 1, wherein the user interface has icons representing all the items of content to be displayed during at least a segment of the event.

12.   (Original) The system of claim 1, wherein the content creator includes a first program for allowing a producer to identify types of items of interactive functionality.

13.   (Original) The system of claim 12, wherein the first program also allows the producer to create a look and feel for multiple events.

14.   (Original) The system of claim 12, wherein the content creator further includes a second program that receives from the first program the types of items of interactive functionality, the second program being used to enter quantities and the content for each item.

15.   (Original) The system of claim 14, wherein the content entered for each piece of content is used to generate files for transfer to a client.

16.   (Original) The system of claim 12, wherein the content creator creates the user interface using the quantity of items and content of the items of interactive functionality.

17.   (Original) The system of claim 1, wherein content is provided to the clients before the event.

18.   (Original) The system of claim 1, wherein content is provided to the clients during the event but prior to display during the event.

19.   (Original) The system of claim 1, wherein content is provided to the clients during the event for immediate display during the event.

20.   (Original) The system of claim 1, wherein some content is provided to the clients before the event, some content is provided to the clients during the event but prior to display

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during the event, and some content is provided to the clients during the event for immediate display during the event.

21.   (Original) The system of claim 1, wherein the client file is transferred to viewers in advance of an episode of an event and includes content for display for multiple events and content specific to a single episode event, wherein the content creator can create both the multi-episode content and the individual episode content.

22.   (Original) The system of claim 1, wherein the content creator is responsive to a producer for enabling a chat functionality during some or all of an event.

23.   (Currently Amended) An authoring system for creating interactive content to be sent to remote viewers during an event, the system including a user interface with different types of interactive functionality, the system responsive to user inputs for selecting from among a plurality of different types of interactive functionality and further responsive to user inputs for entering content for each of a number of the selected items of interactive functionality, the system further responsive to the selected types of interactive functionality and entered content for creating a server-based user interface showing representations of each item of content to be displayed during the event.

24.   (Original) The system of claim 23, wherein the representations are icons.

25.   (Original) The system of claim 24, wherein at least some of the icons represents questions and responses for display to viewers of an event, the questions being related to the event.

26.   (Original) The system of claim 23, wherein the user interface indicates interactive functionality available during an event.

27.   (Original) The system of claim 26, wherein the interactive functionality includes the ability of one viewer to communicate with another viewer or with a producer of the event.

28.   (New) The system of claim 23, wherein the content is sent to a client in advance of the event, and the server provides messages to cause parts of the content to be displayed.

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29.   (New)   The system of claim 28, wherein the server-based user-interface is responsive to inputs to cause previously sent content to be displayed.